



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Heart, Lung, and Blood Institute



The Heart Truth **Campaign Showcase**

heart

DISEASE IS THE #1 KILLER OF WOMEN



heart

DISEASE IS THE #1 KILLER OF WOMEN

**Insert Your Organization's Logo
Here**



heart

DISEASE IS THE #1 KILLER OF WOMEN

Target Audience

- Women ages 40-60, primarily those who
 - Have at least one risk factor
 - Are not taking action



Secondary Audiences

- Women of all ages
 - Heart disease develops over time and can start as early as the teen years
 - It is never too late for women to take action to lower their heart disease risk
- Physicians and other health professionals



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DISEASE IS THE #1 KILLER OF WOMEN

Campaign Objectives

- Increase awareness that heart disease is the #1 killer of women
- Increase awareness that having risk factors can lead to heart disease
- Encourage women to talk to their doctors about risk factors and take action to control these risk factors



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Campaign Objectives

- Engage health care providers as partners to reinforce campaign messages
- Involve partners in ongoing efforts that underscore the importance of risk factor detection and education
- Encourage organizations and individuals to take action to spread *The Heart Truth* in their community



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DISEASE IS THE #1 KILLER OF WOMEN

Core Messages

- Heart disease is the #1 killer of women
 - Heart disease can significantly decrease one's quality of life
 - Heart disease can lead to heart attack, disability, and death
 - Find out your risk and take action to lower it



Focus Group Research

- Generally aware of the risk factors
- Surprised to learn that heart disease is the #1 killer of women
- Shocked to learn that it kills significantly more women than breast cancer
- Engaged by concepts featuring women like themselves
- Receptive to analogy of caring for outer and inner selves



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DISEASE IS THE #1 KILLER OF WOMEN

Strategic Framework

- National public service advertising and media relations campaign to build broad awareness
- National partnerships reinforced at the regional and local levels to extend the campaign's reach and its messages
- Materials to equip community leaders to reach women with direct intervention



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DISEASE IS THE #1 KILLER OF WOMEN

Creative Approach

- Leverage women's interest in their outward appearance to focus on what's inside (e.g., their heart)
- Personalized campaign messages through real women and their stories
- A hard-hitting, edgy approach to deliver a wake-up call to women



heart

DISEASE IS THE #1 KILLER OF WOMEN

The Red Dress Project

- The Red Dress is the centerpiece of *The Heart Truth* campaign and the national symbol for women and heart disease awareness.

“Heart Disease Doesn’t Care What You Wear. It’s the #1 Killer of Women.”

Red Dress Project Debut

- Collection of red dresses donated by 19 leading fashion designers
- Photography and print PSA featuring Cover Girl, Angela Lindvall
- Signature Red Dress Pin from leading jewelry designer, Angela Cummings



Red Dress Project Activities

- First Lady Laura Bush
- “Real Women Wear Red”
- Online Toolkit
- Taking the Red Dresses on the road





heart DISEASE IS THE #1 KILLER OF WOMEN

Print Public Service Advertising (PSA)

YOUR **SKIN** CARE.
YOUR **HAIR** CARE.
YOUR **NAIL** CARE.

YOUR *heart*...CARE?

THE TRUTH ISN'T PRETTY. MORE WOMEN DIE OF HEART DISEASE THAN ANY OTHER DISEASE.

We're good at caring for our bodies — the parts we can see. But what about what's inside?

Do you have high blood pressure? High blood cholesterol? Diabetes? Are you inactive? Are you a smoker? Overweight? If so, this could damage your heart and lead to disability, heart attack, or both.

It's critical to care about heart disease. Talk to your doctor to get answers that may save your life. The truth is, it's best to know your risks and to take action now.

www.nhlbi.nih.gov/health/hearttruth




THE heart TRUTH

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (DHHS)
National Heart, Lung, and Blood Institute
National Institutes of Health
Office on Women's Health, DHHS

American Heart Association
WomenHeart: the National Coalition for Women with Heart Disease

HEART DISEASE *doesn't* CARE WHAT YOU WEAR



IT'S THE #1 KILLER OF WOMEN

Being a woman doesn't protect you from heart disease. Try these risk factors on for size. Do you have high blood pressure? High blood cholesterol? Diabetes? Are you inactive? Are you a smoker? Overweight? If so, this could damage your heart and lead to disability, heart attack, or both.

Talk to your doctor to get answers that may save your life. The truth is, it's best to know your risks and to take action now.

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Print PSA



AL CORAZÓN
no le importa
CÓMO TE VISTES

LAS ENFERMEDADES DEL CORAZÓN SON LA PRINCIPAL CAUSA DE MUERTE ENTRE LAS MUJERES

Estas mujeres saben la verdad: no importa lo bien que te vices por bien, las enfermedades del corazón atacan por dentro. Y ser mujer no lo protege.

Mide estos factores de riesgo para ver cómo te quedan:
¿Tienes presión sanguínea alta? ¿Colesterol alto en la sangre? ¿Diabetes? ¿No haces ejercicio? ¿Fumas? ¿Estás sobrepeso? Si tienes alguno de ellos, podrías poner en riesgo tu corazón, quedar incapacitada, tener un ataque al corazón o ambos.

El vestido rojo es una alerta roja para tomar en serio las enfermedades del corazón. Habla con tu médico para obtener las respuestas que podrían salvar tu vida. La verdad es que es mejor conocer los riesgos y tomar las medidas necesarias ahora.

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AL CORAZÓN *no* LE IMPORTA CÓMO TE VISTES



Las maniquíes son cortesía de Rossini Accessories, www.rossini.com. Las fotografías de las vestidas rojas fueron realizadas por Bruce Cook para "Heart Truth."

LAS ENFERMEDADES DEL CORAZÓN SON LA PRINCIPAL CAUSA DE MUERTE ENTRE LAS MUJERES

El hecho de ser mujer no te protege de las enfermedades del corazón. Mide estos factores de riesgo para ver cómo te quedan: ¿Tienes presión sanguínea alta? ¿Colesterol alto en la sangre? ¿Diabetes? ¿No haces ejercicio? ¿Fumas? ¿Estás sobrepeso? Si tienes alguno de ellos, podrías poner en riesgo tu corazón, quedar incapacitada, tener un ataque al corazón o ambos.

Habla con tu médico para obtener las respuestas que podrían salvar tu vida. La verdad es que es mejor conocer los riesgos y tomar las medidas necesarias ahora.

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TV PSA

- “If You Could”
 - Depicts the contrast between outward appearance and inward reality
- “Jackie”
 - Underscores the truth and consequence of heart disease





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Radio PSA

- "Jackie's Story"
- "Joan's Story"
- "Ann's Story"
- "Did You Know"
- "If You Could"

Heart Disease is the
#1 Killer of Women





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Campaign Materials





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DISEASE IS THE #1 KILLER OF WOMEN

The Heart Truth Web Pages

www.hearttruth.gov

- Campaign materials
- Heart health information
- Personal stories of real women with heart disease
- Information about campaign partners
- Online Toolkit and Activity Registry



Online Toolkit and Activity Registry

- Online Toolkit
 - Everything you need to organize and hold a community event
 - Campaign background information
 - Ideas for Red Dress activities
 - Campaign promotional and educational materials
- Activity Registry
 - Share your activities and learn what other groups across the nation are doing to help spread *The Heart Truth*



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The Heart Truth Partners

- Women will never learn *The Heart Truth* without your involvement
- Get involved!



#5: Get Personal



- Spread *The Heart Truth* message to those you love and take the message to heart in your own life



#4: Get to Work at Work

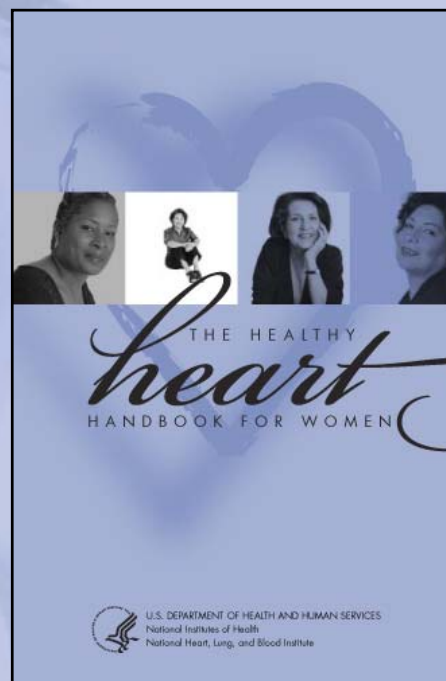
- Use the Speaker's Kit
- Link to *The Heart Truth* Web page
- Send an e-mail about the campaign
- Print a story in your newsletter
- Plan a "Wear Red to Work" Day
- Wear the Red Dress Pin
- Distribute campaign materials



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Order *The Heart Truth* Materials

- Call (301) 592-8573
- www.hearttruth.gov





#3: Communicate in Your Community

- Use your connections to share the message about heart disease—in your civic association, with your sorority, in a church group, etc.
- Use *The Heart Truth* Online Toolkit to plan your Red Dress event
- Distribute campaign materials at your community event



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#2: Be an Advocate

- Urge others to get involved
- Ask your State or community health department to launch *The Heart Truth* campaign and declare a Women's Heart Day
- Share what you are doing. Submit your women's heart health activities to NHLBI's Activity Registry—www.hearttruth.gov



#1: Remember *The Heart Truth*

- Heart disease is the #1 killer of women

